

MONTH ANNUAL WHITE SALE

Prices Today and Balance of this Week

Difference between this and the other kind of White Sales. The uninitiated quit wondering why such rare delight by thousands of our Women. There could be no counter exhibit anywhere matchless variety. Our offerings are the results of a determined effort continued through a savings and purchasing power—enlisting the co-operation of makers and importers with whom we may reap increased business. Hosts of snowy Undermuslins made in bright, attractive rich, glossy Linen Damasks from the best looms of Austria, Germany and old Ireland; exquisite pieces from the leading makers of Plauen, Calais and Nottingham; a notable assemblage of you to see, admire and buy at the lowest prices you have ever paid for like qualities. **Without Rival! We Invite Your Investigation.**



BLISS-DEVENEAU CO. CHICAGO.

EMBROIDERIES

19c
HUNDREDS OF YARDS SWISS AND NAINSOOK EMBROIDERIES—Edgings and Insertions from 3 to 10 inches in width, a great big line of absolutely exclusive styles, were bought to sell at 40c, 50c and all the way up to 75c yd—during White Sale, yard..... **25c**

69c
ANOTHER LARGE LOT OF SWISS EMBROIDERIES—To enumerate the many different effects in this collection is next to impossible. Suffice to say, this offering comprises the very choicest Needlework made; plenty of \$1.25 values—but in this sale only, yard..... **59c**

ACCOUNT ON BALANCE OF STOCK

Knit Underwear and Hosiery

25 Dozen of Women's Sleeveless Vests—Plain or lace trimmed, have taped neck and armholes, the quality usually sold at 12 1/2c—during White sale for..... **9c**

Children's White Mercerized Lisle Hose—A fine quality that cannot be duplicated short of 25c, sizes 5 to 9 1/2—in this Sale, pair..... **19c**

Infants' Extra Fine White Lisle Hose—The "Peerless," sizes 4 to 6 and guaranteed to be the best 20c Stockings in the market—during White Sale, pair..... **13c**

Women's Soft White Lisle Hose—"Gordon" Dye, spliced heels and toes, elastic top, sizes 8 1/2 to 10, much better than those usually retailed at 40c—in this Sale, pr. **29c**

Sale of White Wash Fabrics

ENGLISH LONG CLOTH—Full yard wide, suitable for Undergarments, regular 12 1/2c value—during White Sale, per 12-yard bolt at \$1.10, or, per yard..... **9 1/2c**

YARD-WIDE FRENCH NAINSOOK—Of extra soft finish, the ideal fabric for cool Summer Undergarments, well worth 18c—in this sale, yard..... **13c**

36-INCH ENGLISH LONG CLOTH—Close, fine, and firmly woven, strictly first-class goods, always 25c—during White Sale at, yard..... **17c**

SHORT LENGTHS OF LAWNS AND NAINSOOKS—36 to 40 inches in width, choicest of Dress, Waist and Undergarment materials, 4 to 20 yards in each piece and real snaps at 25c—get any quantity you want in this sale at, yard..... **17c**

GENUINE LONSDALE CAMBRIC—Full yard wide and retailed in most places at 16 2/3c—during White Sale at, yard..... **13c**

ALL OUR 20c NOVELTY WAISTINGS—Consisting of Merc. Damask in neat little designs and sheerest Swisses in figured, barred and striped effects, a matchless assortment—during White Sale at, yard..... **14c**

A LARGE LOT OF 12 1/2c AND 15c WAISTINGS—Clean, fresh goods, such as Dimity, Nainsook and Swiss in novelty designs—in this sale at, yard..... **9c**

REGULAR 30c AND 35c FANCY WHITE GOODS—Such as Striped and Embroidered Swisses, Merc. Damask, Striped and Checked Dimities, hundreds of pretty designs appropriate for Shirt Waists and Dresses—during White Sale at, yard..... **25c**

A DAINTY LINE OF WHITE PIQUE—In fine, medium and heavy cords, so much in demand for Wash Skirts, Suits and Children's Suits, cheap at 25c—in this sale, yard..... **18c**

54-INCH HEAVY DRESS LINEN—Suitable for the better class of Wash Skirts and Suits, \$1.25 and \$1.50 sorts—during White Sale, per yard..... **99c**

32-INCH PERSIAN LAWN—Extra fine and sheer, just what's needed for Summer Wearables, a strictly dependable 20c fabric—in this sale, yard..... **15c**

40c AND 50c DRESS LINENS—Quite a few pieces in plain and cross-bar effects, 36 inches wide and all linen—in this sale, yard..... **32c**

"INDIAN HEAD" MUSLIN—Thoroughly shrunk and soft finish, should be 16 2/3c—in this sale at less than manufacturer's price, yard..... **13c**

SPECIAL DISCOUNT ON BALANCE OF STOCK

Sale of White Outer Apparel

A LARGE LOT OF \$1.50 TAILORED WAISTS—In pure linen, lawn and fancy striped effects, also a few Dutch neck styles, a beautiful assortment—in this sale choice for..... **99c**

1/3 Off

Lingerie Waists and Dresses

A special purchase by our N. Y. representative—the sample line of N. Y. leading importer—95 of the season's prettiest designs at the biggest discount imaginable. Lingerie Dresses and Waists of the most exclusive character, of the loveliest white materials and costliest trimmings. Styles are timely and desirable—every one a charming model—values in the aggregation ranging from \$1.00 to \$4.00.

ABOUT 25 WHITE SERGE COATS—The proper styles for Spring wear, 24-inch length, satin lined and trimmed in black taffeta, should be \$10—during White Sale only..... **\$5.69**

A BEAUTIFUL LINE OF HAND EMBROIDERED SHIRT WAISTS—Of finest, purest Irish linen, newest designs, pleated front and back, actual \$4 and \$4.50 values—in this sale for..... **\$2.99**

\$15.95

for pick of large lot

Linen Suits and Dresses

There are all sorts of models, 2 and 3 piece styles, real man-tailored effects, their former prices ranging from \$35 to \$45.

\$10, \$12.50 AND \$15 LINEN SUITS—Many different models, trimmed in various pretty ways, about 20 garments all told—during White Sale, choice..... **\$3.99**

Night Gowns

MUSLIN NIGHT GOWNS—Yoke trimmed in needlework insertion and cluster of tucks, others with hem-stitched tuck yoke, finished with ruffle at neck and sleeves, actual 50c values—sale price..... **32c**

WOMEN'S CHOICE GOWNS—25 different styles in either Long Cloth, Cambric or Nainsook; square, round or V-shaped neck; yoke elaborately trimmed in medallions, open embroidery, Val and Torchon insertion, beading and ribbon, hemstitched and pin tucked, long, short and those loose oriental sleeves, regular and extra large sizes—marvels of \$1.25 and \$1.50 beauties—sale price..... **99c**

WOMEN'S EXTRA FINE GOWNS—Of Nainsook, Cambric or Long Cloth—many different styles—slip-over, round and square neck effects, trimmed in finest laces, blind and open embroidery, beading and ribbon; made extra long and full, all beauties of the rarest sort, worth up to \$1.29—sale price \$1.49 and..... **\$1.29**

WOMEN'S CHOICEST GOWNS—Made of soft, imported materials; yokes of dainty cross-bar dimity, rarest laces and Swiss needlework; square, round or V-shaped neck, elbow or mikado sleeves, the most captivating line of \$2.25 garments you ever saw anywhere..... **\$1.69**

MOST ELABORATE CREATIONS IN WOMEN'S GOWNS—Perfect copies of French lingerie, an array of exquisite affairs worthy of your investigation, \$5.00, \$4.00 and \$3.50 values, every one a leader at its price—in this sale, choice \$3.49..... **\$2.49**

Combinations

LONG CLOTH COMBINATION SUITS—Drawers and Corset Cover all in one, trimmed in Val lace, embroidery insertion, beading and ribbon; splendid 75c values—sale price, suit..... **49c**

NAINSOOK COMBINATION SUITS—Very dainty garments that should be in every woman's wardrobe; drawers and corset cover made of checked dimity, trimmed in dainty thread-lace and eyelet insertion, regular..... **99c**

FINE COMBINATION SUITS—Consisting of corset cover and drawers, elegantly embroidered and lace trimmed styles on top as well as bottom, an excellent assortment and a bargain at 2.00—sale price..... **\$1.49**

PARIS LAWN COMBINATION SUITS—More refined \$2.50 garments were never produced; yoke trimmed in broad Swiss needlework; drawers finished to match—during this sale only..... **\$2.29**

FINEST COMBINATION SUITS—Made of imported materials and rarest laces, an aggregation of the prettiest the market affords; regular \$4.00, \$5.00, \$7.00 and \$9.00 values—in this sale for \$2.98, \$3.49, \$5.49 and..... **\$6.98**

29c, 39c and 59c

For Women's and Misses'

SHORT SKIRTS

With lawn flounce, hemstitched tucks and embroidery ruffle.

Petticoats

65c AND 75c CAMBRIC PETTICOATS—Full size, deep umbrella flounce, trimmed in hemstitched tucks and edged with Hamburg embroidery—sale price only..... **49c**

WOMEN'S FINE PETTICOATS—Dozens of beautiful styles to select from, in fine cambric, all with deep umbrella lawn flounces; some trimmed with wide embroidery, clusters of fine tucks and rows of hemstitching; others with three or four rows of lace insertion with lace ruffles to match; nothing to distinguish them from the regular \$1.50 kinds. Sale..... **99c**

WOMEN'S EXTRA CHOICE PETTICOATS—A bewildering variety of excellent styles, both the dainty sorts as well as many with service as first consideration. Petticoats with extra deep lawn ruffle, trimmed with broad eyelet embroidery, lace and insertion, underlay and dust ruffle, worth to \$2.25—sale price \$1.49..... **\$1.29**

WOMEN'S \$2.50 PETTICOATS—Copies of handsomest French models, made of sheerest materials, deep lawn flounce trimmed in the most superb patterns of eyelet and Swiss embroidery, rarest French laces and insertions, lovely creations every one of these—sale price \$1.69..... **\$1.98**

SOME MAGNIFICENT SPECIMENS OF IMPORTED PETTICOATS—Exclusive designs and models, as precious a lot of undergarments as anyone would wish to see, actual \$6.00, \$5.00, \$4.00 and \$3.00 values in this sale for \$4.98, \$3.69, \$2.98 and..... **\$2.49**



New York Store
PHOENIX ARIZONA

79c for double-finger tipped

White Silk Gloves

12 and 16-button lengths, those which regularly bring..... **\$1.00 and \$1.25**